



Virginia Department of Motor Vehicles

RFP# 154:6-040 Department of Motor Vehicles Media Buyer Services

Questions/Answers #1

Question #	*Relevant RFP Section	RFP Page #	
1	N/A	N/A	Who is the incumbent?
	<b>Answer:</b>		Last year DMV worked with the National Highway Traffic Safety Administration's Media Buyer Contractor, who was from the Tombras Agency.
2	I. General, B) Scope	3	Is the \$500,000 media budget strictly for media or does it need to be all-inclusive with proposed media planning/buying fees?
	<b>Answer:</b>		The \$500,000 media budget is strictly for the media purchase and not for the Media Buying Services requested in this RFP.
3	I. General, A) Purpose	3	Has the Click It or Ticket Campaign ever been executed by the Virginia DMV before? If so, what was the most recent year?
	<b>Answer:</b>		Please see response to question #1
4	III. Statement of Needs, A) , 7.	5	Is production work being done by the NHTSA or a DMV, third-party contractor?
	<b>Answer:</b>		By a Third-Party Contractor
5	III. Statement of Needs, A) , 3.	4	Will radio spots be in MP3 format for electronic delivery?
	<b>Answer:</b>		Yes
6	III. Statement of Needs, A) , 6. b.	4	Please confirm that the one-to-one ratio of no-charge time is based on a dollar-to-dollar value.
	<b>Answer:</b>		Yes, this is correct
7	III. Statement of Needs, A) 6.b	5	What specific types of promotional materials/giveaways are available and in what quantities?
	<b>Answer:</b>		A limited supply of posters and stickers.
8	N/A	N/A	Will there be a public relations campaign executed during the same time frame as the paid media?
	<b>Answer:</b>		Yes
9	III. Statement of Needs, A) 5.	4	Television and radio for the southwest corner of the state are assigned to the Johnson City, TN-Bristol, TN/VA media market. Do you intend for this to be treated as an entire market or restricted to Bristol, VA only?
	<b>Answer:</b>		Restricted to Bristol, VA only.
10	II. Background D) Business Objective	4	Is the seatbelt usage percentage lower in the rural counties as compared to the urban areas?
	<b>Answer:</b>		Yes
11	N/A	N/A	Is this a new contract? If not, who is the Department's current agency of record?
	<b>Answer:</b>		Please see response to question #1
12	IV. Proposal Preparation & Submission Instructions. A) , 1. C)	6	Does the DMV have any existing relationships with broadcast associations or networks that we should consider when preparing the media plan?
	<b>Answer:</b>		No
13	N/A	N/A	May we have copies of the existing DMV research data, including and benchmark surveys, adult and young safety belt surveys, safety belt surveys by county, gender, age and demographic; impaired driving surveys; traffic fatality reports; etc.?
	<b>Answer:</b>		DMV will not provide this information. However vendors may search for information on the Virginia Transportation Safety Research Counsel website which may have information posted.

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14	I. General, B) Scope	3	The RFP states that the "DMV's media budget for the Click It or Ticket program is estimated at \$500,000." Does this include personnel hours for media buying and related services?
	<b>Answer:</b>		Please see response to question #2